

YOUR CUSTOMERS ARE OUR READERS... THE RESULTS PROVE IT!

THIS IS A TYPICAL RESULTS STORY FROM ONE OF THE MANY PRESS-HERALD/PRESS-JOURNAL ADVERTISERS. IN THIS CASE, IT'S ONE OF OUR ENTERTAINMENT PAGE ADVERTISERS.



May 24, 1968

Mr. Bill Whitman
Entertainment and Restaurant Editor
PRESS-HERALD
Press-Herald Building
3238 W. Sepulveda Boulevard
Torrance, California

Dear Bill:

I very rarely write a letter such as this and am only doing so now because I feel that your outstanding representation of your own industry is of a caliber that should not go unrecognized.

Your helpfulness, suggestions and diligent follow-through, as well as the expert presentation of advertisements and your column, have indeed helped increase our business here noticeably.

To give an example: On Easter Sunday we served 378 dinners, which was a record of all time on this property. When I asked each individual patron why they had come to the Torrance Ramada Inn, I was told that they had read the excellent advertising in the newspaper.

On Mother's Day we served over 700 persons, and again I was told by each one of them that they had not been here before and had come for the same reasons as stated above—this time having them include in their statement much applause for your column which attracted their attention to our property.

As you know, Bill, the Torrance Ramada Inn is in dire need of business for the hotel, as well as for dining rooms and banquet facilities, and the past few years before my takeover have been far less than successful.

However, with your professional help and interest, I know for certain that the Torrance Ramada Inn will once again be the "in place" of our wonderful area.

Let me thank you and your staff once more for all your endeavors and interest.

Very sincerely and with kindest personal regards,
Peter A. Smezer
Peter A. Smezer
Managing Director

PAS:al
cc: Mr. Glenn W. Pfeil, Publisher
Press-Herald

"... Much applause for your column which attracted their attention to our property."



Checking
Food ★ Fun ★ Frolic
By Bill Whitman



It'll be a gay old time at the Torrance Ramada Inn for Mother this Sunday, too. As the good people down there say, "It's family time every Sunday and especially on Mother's Day."

There'll be full course dinners served beginning with the modest price of two ninety-five and in the event the kiddies want to help Mom observe "her day" there's also a special children's plate at a dollar and a quarter, provided the kiddies are 12 years of age or under.

They're featuring clown masks, balloons, lollypops for all the kids of all ages, plus a special gift for Mother.

"... I was told they had read the excellent advertising in the newspaper."

IT'S FAMILY TIME EVERY SUNDAY
Especially

MOTHER'S DAY

Call Now • 378-8511

Clown Masks — Balloons — Lollypops
For Kiddies of All Ages

SPECIAL GIFT FOR MOTHER

Full Course Dinners Served All Day Sunday	From \$2.95
Child's Plate—12 & Under	\$1.25

"Fun Time, Sun Time, All the Time, is Happy Time"
At the
TORRANCE Ramada INN
4111 PACIFIC COAST HIGHWAY
(2 Miles West of Hawthorne)



IT'S TIME FOR YOUR BUSINESS FIRM TO TAKE ADVANTAGE OF THIS MASS CIRCULATION... FAR MORE EFFECTIVE COVERAGE THAN ANY OTHER PUBLICATION IN THESE IMPORTANT AREAS!

Press-Herald
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Serving the Residents and Businesses in:
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